

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDY**



PUSAT KEBAJIKAN DAERAH HILIR PERAK

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THE DECLARATION

Declaration

I hereby declare that the work contained in this practical training report is original and my own except those duly identified and recognized. If I were later found to have committed plagiarism or acts of academic dishonesty in my practical report, action can be taken in accordance with UiTM's rules and academic regulations.

Signed

A handwritten signature in black ink, appearing to be 'Nurshafiqah Binti Ahmad Sharudin', written over a horizontal line.

Nurshafiqah Binti Ahmad Sharudin

ACKNOWLEDGEMENT

In the name of Allah, the most gracious and the most merciful, all praises to Allah for the strength and His blessing in completing this practical training report. Special appreciation goes to my beloved supervisor, Madam Noor Fadhleen Binti Mahmud, for her supervision and constant support. Her invaluable help of constructive comments and suggestions throughout the experimental and draft works have contributed to the success of this report. Not forget, my appreciation to my coordinating lecturer for ADS 666 Practical Training, Mr Fairuz Hidayat Merican Bin Wan Merican for his support, knowledge and effort. I would like to express my appreciation to Pejabat Kebajikan Masyarakat Daerah Hilir Perak for accepting me to undergo practical training there. Sincere thanks to my deepest gratitude goes to my beloved parents for their endless support, prayers and encouragement. Last but not least, I would like to say thanks to all friends and others for their kindness and moral support during our time conducting this study.

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CHAPTER 1

1.0 INTRODUCTION

Students of Bachelor in Administrative Science (Hons) or AM228 of UiTM Samarahan Sarawak are required to attend a practical training with any organization that had been chosen by the students. I decided to do my practical training at Pejabat Kebajikan Masyarakat Daerah Hilir Perak within 5 weeks starting from 21 July until 29 August 2014 to ensure that I completed the task in this subject. Each of the students who done their practical training are given a log book to be filled in with their task every day from Monday to Friday. This chapter will summarize about the background of the organization, mission, vision, motto, client charter, services provided, organization structure and other relevant information pertaining to the organization.

1.1 HISTORY OF THE ORGANIZATION

The Department was established in 1946. Within a period of 57 years, DSWM has evolved in fulfilling its role in national development. From its involvement in handling various problems resulting from the Second World War, the Department's role and functions have expanded to cover prevention and rehabilitation services on social issues as well as community development. As one of the Government agencies that play a vital role in social development, the Department had, in the past, been placed under several ministries as follows:

| | |
|-----------|--|
| 1946-1951 | Department of Community Welfare, Malaya |
| 1952-1955 | Ministry of Industry and Social Relations |
| 1958-1959 | Ministry of Labour and Social Welfare |
| 1960-1962 | Ministry of Health and Social Welfare |
| 1963 | Ministry of Labour and Social Welfare |
| 1964 | Social Welfare Department was upgraded to Ministry of General Welfare. Its scope of service was expanded and the structure of the organization was strengthened. |
| 1982 | Ministry of General Welfare assumed the name of Ministry of Social |

Welfare. The social development services were strengthened with the establishment of social advancement services

1990 Ministry of Social Welfare was renamed as Ministry of National Unity and Community Development on 27 October. Department of Welfare and Community was one of the departments under the Ministry. Since then, DSWM has become a government department playing an important role in social development for the promotion of a caring society within a progressive nation in line with Vision 2020.

2004 Ministry of National Unity and Social Development was integrated with Ministry of Women and Family Development, assuming a new name of Ministry of Women, Family and Community Development. DSWM is one of the departments under the Ministry.

1.2 MISSION, VISION, & OBJECTIVE

MOTO

Serving Professionally

VISION

A Prosperous and Caring Society

MISSION

To Develop the Society towards Social Well-Being

1.2.1 OBJECTIVES

- i. To provide shelter and rehabilitation for Department's target groups.
- ii. To develop the community through the process of changing attitude and increasing capability for self-reliance.
- iii. To create a society with a caring culture.
- iv. To improve the well-being of society through professional social welfare and social development services and strategic sharing strategies.

1.3 LOGO OF THE ORGANIZATION

J a b a t a n
KEBAJIKAN
M a s y a r a k a t



This logo was created to fulfill the aspiration of the nation and the progressive achievement. Therefore the development and welfare can be achieved. The logo in the shape of heart is to imagine the future and the modernization of the department and to provide the welfare service as a whole. The orange circle on the top of the heart us symbolically representing the ongoing humanitarian efforts in realizing the mission and vision of the department, while the purple color symbolizes the nature if the department's proactive and dynamic as an organization under the Ministry of Women, Family and Community Development. Besides that, various bands such glorious red, white, blue and yellow were chosen as the basic for integration, integrity, dedication and commitment of individuals, communities and the nation as a whole.

1.4 ORGANIZATION POLICY

1.4.1 STATE WELFARE POLICY

1.4.2 PERSON WITH DISABILITIES POLICY

1.4.1 POLICY OF SOCIAL WELFARE STATE

Social life has become increasingly more complex due to rapid social change. This causes stress to individuals, families, groups and communities in the face of various social issues.

Based on the social problems, which may interfere with the welfare of the country is increasing with the increasing levels of crime, prostitution, child abuse, dropout and delinquency among school children, juvenile delinquency, domestic violence, divorce, unemployment, runaway children, abuse of parents, drug abuse, loafing, and so on.

The awareness and the level of capability of the need to be upgraded in order to face current challenges in the country is important to overcome this problem. If not, it may turn into an epidemic problem that is difficult to control and affect the future. Various approach and the role of treatment and recovery is not sufficient and should also include all aspects of prevention and development.

The right approach and clear direction must put forward through the National Social Welfare Policy, which aims to promote the welfare and stability of the society towards the creation of social justice.

1.4.2 POLICY FOR PERSON WITH DISABILITIES

The people with disabilities (PWDs) are part of the community. Therefore, society must use right based approach to ensure the protection of the interest and welfare towards the disable person. The meaning of disability person is the disability long term physical, mental, intellectual or sensory when faced with the obstacle and may not be able to participate fully also effectively in society. The disable policy is actually about the equality of right and opportunities for disable people to participate fully with society. Moreover this policy also important to tell the people about dignity, respect and independence and it will ensure the society can live harmony environment.

The objectives of the policy are the give the recognition and acceptance of the principle that disabled people have equal rights and opportunity for full participations in society. It also can eliminate discrimination against any person on account of his disability. Besides, this policy will educate and raise public awareness about the right of disable person.

1.5 CLIENT'S CHARTER

1.5.1 CHILDREN

1. Children in requiring the Preservation and Protection

Preliminary investigations of children who are abused or neglected conducted within a period not exceeding 10 hours of receiving the complaint.

Protector report prepared within one month from the date of the temporary order is received from the

2. Children in Need of Protection and Restoration.

Preliminary investigation carried out immediately from the case referred to.

Inquiry Report and Social Report issued within 30 days from the date of the temporary order is received from the court

The court's decision communicated to the child and the mother / father / guardian in a period not exceeding seven days from the date of the court order is received.

3. Children beyond control.

A probation report prepared not more than 30 days from the date of the temporary order is received from the court.

4. Children who are involved in crime.

Probation report prepared not more than 7 days before date Fallen Order.

The court's decision communicated to the child and the mother / father / guardian in a period not exceeding seven days from the date of the court order is received.

5. Adoption through Adoption Act 1952.

Report Guardian ad-Litem Adoption Prepared by the date set by the court.

6. through the Registration of Adoptions Act 1952.

Report prepared for adoption registration within a period not exceeding 30 days from the date the application date is received.

7. Application foster children.

Feedback for foster children given application within a period not exceeding two months from the date application is received.

8. Interactive Workshops

Interactive workshops for children run along the mother / father / guardian may be ordered by the court within a period not exceeding 21 days from the date of receipt of complete reference.

1.5.2 PERSONS WITH DISABILITIES

DEFINITION

Persons With Disabilities Act 2008 - "persons with disabilities" include those who have long term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society.

REGISTRATION OF PERSONS WITH DISABILITIES

Registration of persons with disabilities (PWDs) is made voluntarily and only for Malaysian citizens living in Malaysia. It was organized by the Ministry of Women, Family and Community Development through the Social Welfare Department of Malaysia. Registration can be made at the Office of the District Social Welfare / Territory, Social Welfare Department and Social Welfare Department Headquarters Malaysia or through the online system (Website: www.jkm.gov.my). Agencies involved are the Ministry of Health Malaysia.

THE OBJECTIVE OF REGISTRATION

- Ascertaining the distribution and categories of the disable in this country for the purpose of planning programs and services related to prevention, education, rehabilitation and training.
- To plan for the provision of facilities suited to the needs of disabled.
- To enable disable people to bet registered with the appropriate services based in the need of their functional or their inability.

There are seven categories of disabled persons who may be considered for registration by the Social Welfare Department:

| CATEGORIES | DESCRIPTIONS | | | | | | | | |
|----------------------|---|---------|-----------|--------|------------|--------|------------|----------|--------|
| HEARING DISABILITIES | <p>Cannot hear clearly with or without the use of a hearing aid. Hearing disabilities can be divided into four levels, namely: -</p> <table data-bbox="515 760 1042 1050"> <tr> <td>Minimum</td> <td>15 - 20 -</td> </tr> <tr> <td>Medium</td> <td>30 - <60dB</td> </tr> <tr> <td>Severe</td> <td>60 - <90dB</td> </tr> <tr> <td>Profound</td> <td>> 90dB</td> </tr> </table> | Minimum | 15 - 20 - | Medium | 30 - <60dB | Severe | 60 - <90dB | Profound | > 90dB |
| Minimum | 15 - 20 - | | | | | | | | |
| Medium | 30 - <60dB | | | | | | | | |
| Severe | 60 - <90dB | | | | | | | | |
| Profound | > 90dB | | | | | | | | |
| VISUAL DISABILITIES | <p>Blind in both eyes and one eye or other permanent visual impairment.</p> <p>Visual disabilities can be divided into: -</p> <p>Limited (Low Vision / Partially Sighted) means vision worse than 6/18 but equal to or better than 3/60 even with the use of visual aids or visual field less than 20 degrees of fixation</p> <p>Blindness means lack of vision of 3/60 or a visual field of less than 10 degrees of fixation.</p> <p>** Less than 3/60 is counting Fingers (CF), Hand Movement (HM), Perception of Light (PL) and No-Light</p> | | | | | | | | |

| | |
|------------------------------|---|
| | <p>Perception (NPL)</p> <p>Other permanent visual disturbance</p> <p>(Can only be confirmed by an Ophthalmologist)</p> |
| SPEECH DISABILITIES | <p>Speech Disabilities means an interference with perfect communication and cannot be understood by those who interacting with them.</p> <p>This condition is permanent. Diagnosing children with speech impairment must be based on the age of five years and above. Otorhinolaryngologist should be consulted.</p> <p>Examples of speech disability:</p> <p>Stuttering (Serious and chronic) - speech problems that interfere with speech fluency</p> <p>Aphonia - Not able to speak due to loss of voice due to illness or injury</p> <p>Dysathria - speech problems where the basic language skills are normal but the muscles that control the activity of respiration, phonation, prosody, resonance and disturbance to articulation.</p> |
| PHYSICAL DISABILITIES | <p>Physical Disabilities means the permanent inability of the body to function, whether due to the absence or loss of any</p> |

LEARNING DISABILITIES

member of the body that can affect their function in their basic activities.

Basic activities are such as self-care, mobility and body conversion. This condition can occur as a result of injury (trauma) or disease in any of the nervous system, cardiovascular, respiratory, hematology, immunology, urology, hepatobiliari, muskulosketal, gynecology and others that causes malfunction to the bodies

Examples of disabilities are:

- o Limb defects (congenital / acquired), including loss of thumb and limbs
- o Spinal cord injury
- o Stroke
- o Traumatic Brain Injury
- o Dwarf (Achondrolasia) of o Cerebral Palsy

** Individuals who suffer from impairment with no effect on functional abilities, for example the loss of a finger, have more fingers (polydactyly) and not perfect earpiece are not considered for registration purposes.

Learning Difficulties means the IQ level are not on par with the biological age. Examples of learning impairment such as Global Developmental Delay, Down's Syndrome and intellectual disabilities. This category also includes conditions that affect the ability of individual learning such

| | |
|------------------------------|--|
| | <p>as autism (Autistic Spectrum disorder), Attention Deficit Hyperactivity Disorder (ADHD) and specific learning difficulties such as (dyslexia, dyscalculia and dysgraphia)</p> |
| MENTAL DISABILITIES | <p>Mental Disability refers to the condition that caused severe mental illness where a person is not able to function either partly or fully in matters related to his or relationships within the community.</p> <p>Among the types of mental illness are Chronic and serious Organic Mental Disorder, Schizophrenia, Paranoid, Mood Disorder (depression, bipolar) and other Psychotic Disorder and Disorder and Persistent Delusional Schizoffective Disorders.</p> <p>Note:</p> <p>Client must have undergone psychiatric treatment for at least two years.</p> <p>Psychiatrist will determine the level of social functioning, cognitive and behavioral control whether patient is significantly affected or worse before he be considered for the purpose of PWDs.</p> |
| MULTIPLE DISABILITIES | <p>Multiple Disabilities means having more than one disabilities and is generally not appropriate to be classified in the above categories</p> |

1.5.3 SENIOR CITIZENS

ADMISSION TO INSTITUTIONS SENIOR CITIZENS / *RUMAH EHSAN*

Decision applications for entry into the Elderly Institutions / *Rumah Ehsan* told in a period not exceeding two months the date the application is receive

FINANCIAL ASSISTANCE

Financial Assistance for the Older Persons (*Bantuan Orang Tua (BOT)*) Financial Assistance for the Older Persons application results communicated within a period not exceeding 30 days from the date the application is received.

COUNSELING AND PSYCHOLOGY

Results for application for psychological counseling and informed within a period not exceeding 5 days from the date the application is received. Crisis intervention within 24 hours from the time the case was received.

1.5.4 FAMILY

DOMESTIC VIOLENCE

Preliminary investigation of domestic violence cases conducted within a period not exceeding 10 hours of receiving the complaint.

Early intervention domestic violence carried out within a period not exceeding one hour to victims of domestic violence to the office.

FINANCIAL ASSISTANCE

1. General Assistance (Bantuan Am (BA))

- General Assistance (BA) informed decision on an application within a period not exceeding 30 days from the date the application is received.

2. Financial Assistance for Carers of Bed-Ridden Disabled and Chronically ill (Bantuan Penjagaan OKU Terlantar / Pesakit Kronik Terlantar (BPT))

- Financial Assistance for Carers of Bed-Ridden Disabled and Chronically ill (BPT) application results notified within 30 days from the date the application is received.

3. Apprenticeship Allowance (Bantuan Latihan Perantis (BLP))

- Apprenticeship Allowance(BLP) application results communicated within a period not exceeding 30 days from the date the application is received.

4. Launching Grant (Bantuan Geran Pelancaran (BGP))

- Launching Grants (BGP) application results notified within 2 months from the date the application is received.

5. School Assistance (Bantuan Sekolah (BS))

- School Assistance (BS) informed decision on an application within a period not exceeding 30 days from the date the application is received.

COMMUNITY SERVICE ORDER

- Young Offenders Social Report prepared in not more than 30 days from the date of the charge received from the Police / Court.
- Young Offenders Progress Report submitted to the Court within 7 days of receipt of the applications.
- Implementation Evaluation Report Community Service Order submitted to the Court / family / student within 14 days from the expiry date of execution of the order.
- Migration decision implementation Community Service Order communicated to trainees within a period not exceeding 21 days from the date the application is received.

CARE CENTRES

- Registration Certificate issued to the operator care center within a period not exceeding 21 days from the date the application is received.

COUNSELING AND PSYCHOLOGY

- Results for application for psychological counseling and informed within a period not exceeding 5 days from the date the application is received.
- Crisis intervention within 24 hours from the time the case was received.

1.5.5 DESTITUTE

1. Admission to Institutions Voluntary *Desa Bina Diri*
2. Application for admission to the *Desa Bina Diri* notified within 2 months from the date the application is received.
3. Counseling and Psychology
4. Results for application for psychological counseling and informed within a period not exceeding 5 days from the date the application is received.
 - o Crisis intervention within 24 hours from the time the case was received.

NONGOVERNMENTAL WELFARE ORGANIZATION (NGOS)

1. Grants to Non Governmental Welfare Organizations
 - The qualified recipient of Grants or financial assistance will be informed by the third (3) week Of April and August every year. A Memorandum of Understanding between the NGOs and the Social Welfare Department (JKM) signed within a period not exceeding 14 days after the Letter of Acceptance of Grants by NGOs Payments of Grants to NGOs is made within a period not exceeding 30 days after the signing of the agreement.
2. Working Permit for Foreign Social Volunteers

- Supporting letter issued to the NGOs for application foreign volunteers permit within a period not exceeding 14 days working days from the date the application is received.

3. Tax exemption letter

- Supporting report to the Inland Revenue Board to for application of the tax exemption of NGOs) and corporate /private sector are provided within one day from the date the application is received.

4. Registration of Welfare Non Governmental Organizations

- Reviews to the Registrar of Societies for registration application by NGOs) and corporate / private sector is made within a period not exceeding 14 working days from the date the application is received.

5. Corporate Social Responsibility (CSR)

- Results of application for social responsibility by corporations / private notified within a period not exceeding 21 days from the date the application is received.

6. Program Community Organization

- Approval of grant application for Community Organizations is made within 30 days from the date a complete application is received.

1.5.6 DISASTER VICTIMS

1. Disaster Operations Room

Disaster Operations Room at Headquarters JKMM be opened within 24 hours after the announcement of the Level III Disaster (country) declared by the National Security Council. Current status report Level III Disaster incident will be reported every 2 hours until the operation rooms is closed.

2. Short Term Assistance

Short-term relief of dry food, mats, blankets and disaster kit set will be channeled immediately to the victims at evacuation centers.

3. Long Term Assistance

Long Term results assistance to families of the victims will be informed in a period not exceeding 30 days from the date of the application is received after the end of a disaster.

4. Counseling and Psychology

Results of the applications for the psychological counseling will be informed within a period not exceeding 5 days from the date of the application is received. Intervention crisis within 24 hours from the time the case received.

1.6 SERVICES PROVIDED IN JABATAN KABAJIKAN MASYARAKAT

1.6.1 CHILDREN

Children are protected from all hazards including types of abuse, torture, abuse, discrimination and exploitation. In addition, special emphasis given to the healthy development of children to ensure the physically, socially, emotionally and mentally. They are also equipped with the appropriate values and attitudes so that they have direction and purpose as generation and future leaders. Aimed at preventing and reducing the impact of social problems on the child and determine the protection, care and education are good for children.

Objectives

Ensure preservation service, protection, rehabilitation and development of the child is provided with an efficient and effective manner.

Definitions

Children under the age of 18 in need of care and protection.

Target Group

Children in need of services / assistance to maintain their position in their own family or family instead.

Services Provided

- Care and protection cases of child abuse
- Child Protection Team

- Application for adoption / foster child
- Celebration of World Children's Day National
- Protection exploitation and begging
- Talian Nur 15999
- Protection and restoration
- Rehabilitation programs / counseling
- Handling cases of children affected by the problem behavior and crime
- Handling cases of children who are exposed to moral danger and victims of
 - Prostitution
- Make supervision probation
- Child Welfare Committee (JKK)
- Witness Support Service for Children.

A service that provides support to children victims of crime to help reduce anxiety and trauma of children who witness the prosecution or defense while giving evidence in court.

- **Taska 1Malaysia**

Taska 1Malaysia is a Child Care Centre with the concept of community participation, parents, children, and government and private agencies in order to strengthen ties within the community and given subsidies to low-income families.

1.6.2 SENIOR CITIZENS

Department is always concerned about the welfare of the elderly who are less fortunate by providing financial assistance to those who live alone or with family. Care in Welfare Institutions also available for those in needs so that they can enjoy a better life and perfect.

Definition

Individuals aged 60 years and over. The definition is based on the definitions made in "World Assembly On Ageing 1982" in Vienna

Non-Institutional Service

1. Financial Assistance

Bantuan Orang Tua (BOT) : Financial Assistance of RM300 per month as living to seniors who have no source of income and no family or have family who cannot afford to contribute.

Bantuan Alat Tiruan / Sokongan : Helping disabled people who cannot afford to buy equipment such as prosthetic limbs false, false hand, special glasses,

hearing aids, crutches hand, wheelchairs, special shoes and other equipment recommended by the doctor or physician.

2. Seniors Activity Centre (PAWE)

Seniors Activity Centre (PAWE) was established to provide convenience to our senior citizens who live alone activity especially when family members /guardian is not at home or go out to work. In the state, have two centers of activity in Tanjung Malim and Urban Transformation Center (UTC) Ipoh.

3. Elderly Caring Unit (UPWE)

Elderly Caring Unit (UPWE) is a smart partnership between the Social Welfare Department (JKM) and the Council of Voluntary Social Welfare Centre Peninsular Malaysia (MPKSM). It is intended to provide transport facilities to the senior citizens to seek treatment or medical examination at the hospital or clinic.

INSTITUTIONALSERVICES

Rumah Seri Kenangan (RSK)

Established to provide care and protection for the poor elderly to ensure their well-being and quality of life.

Entry Requirements:

1. Senior citizens aged 60 and above
2. Not suffering from infectious diseases
3. Does not have any relatives

4. Not have permanent residence
5. Able to care for themselves

Rumah Ehsan (RE)

Established to provide care and protection for the poor elderly and frail to continue living in a comfortable and quiet

Entry Requirements:

1. Senior citizens aged 60 and above
2. Not able to care for themselves
3. Not suffering from infectious diseases
4. Does not have any relatives
5. There is no source of income or cannot fend for themselves.

National Seniors Day Celebration

United Nations Resolution No. 45/106 declared October 1 as the International Day of Older Persons. Malaysian government declared October 1 of each year beginning in 1992 as National Seniors Day.

Related Acts:

- Destitute Persons Act 1977 (Act 183)
- Care Centre Act 1993 (Act 506)

Policy / Plan Related:

- National Policy for Older
- Policy Action Plan for the Elderly

Related methods:

- Management Rules Old Folks Home 1983
- Rules (House Charities) Destitute Persons 1981
- Rules of the Poor Patients Houses 1978

1.6.3 DESTITUTE

Social Welfare Department to focus on those who are homeless and in need of protection can be defined as destitute Destitute Persons Act 1977. Department of Social Welfare periodic and ad-hoc ever do for rescue operations consisting of destitute beggars and the homeless.

Definition

A person found begging in a public place in such a way as to cause or likely to cause annoyance to the common people visit the place or to hold a nuisance or an idle person found in a public place whether or not it begging, which has no points search on its face or place of residence or who are unable to express himself satisfactorily case.

Department is always concerned about the welfare of the elderly who are less fortunate by providing financial assistance to those who live alone or with family. Care in Welfare Institutions also available for those in needs so that they can enjoy a better life and perfect.

Related Institutions:

Desa Bina Diri (DBD)

An institution that provides protection and rehabilitation of destitute persons.

The poor who put Country Build Self is through:

- A court order in accordance with the Destitute Persons Act 1977
- volunteered with the approval of the Director of Welfare Social State where the destitute person resides.
- Those that are placed in these institutions will be taught the appropriate skills such as sewing, chores, gardening, etc. in preparation put them back into the family or community, and to be independent.

Related Acts:

- Destitute Persons Act 1977 (Act 183)

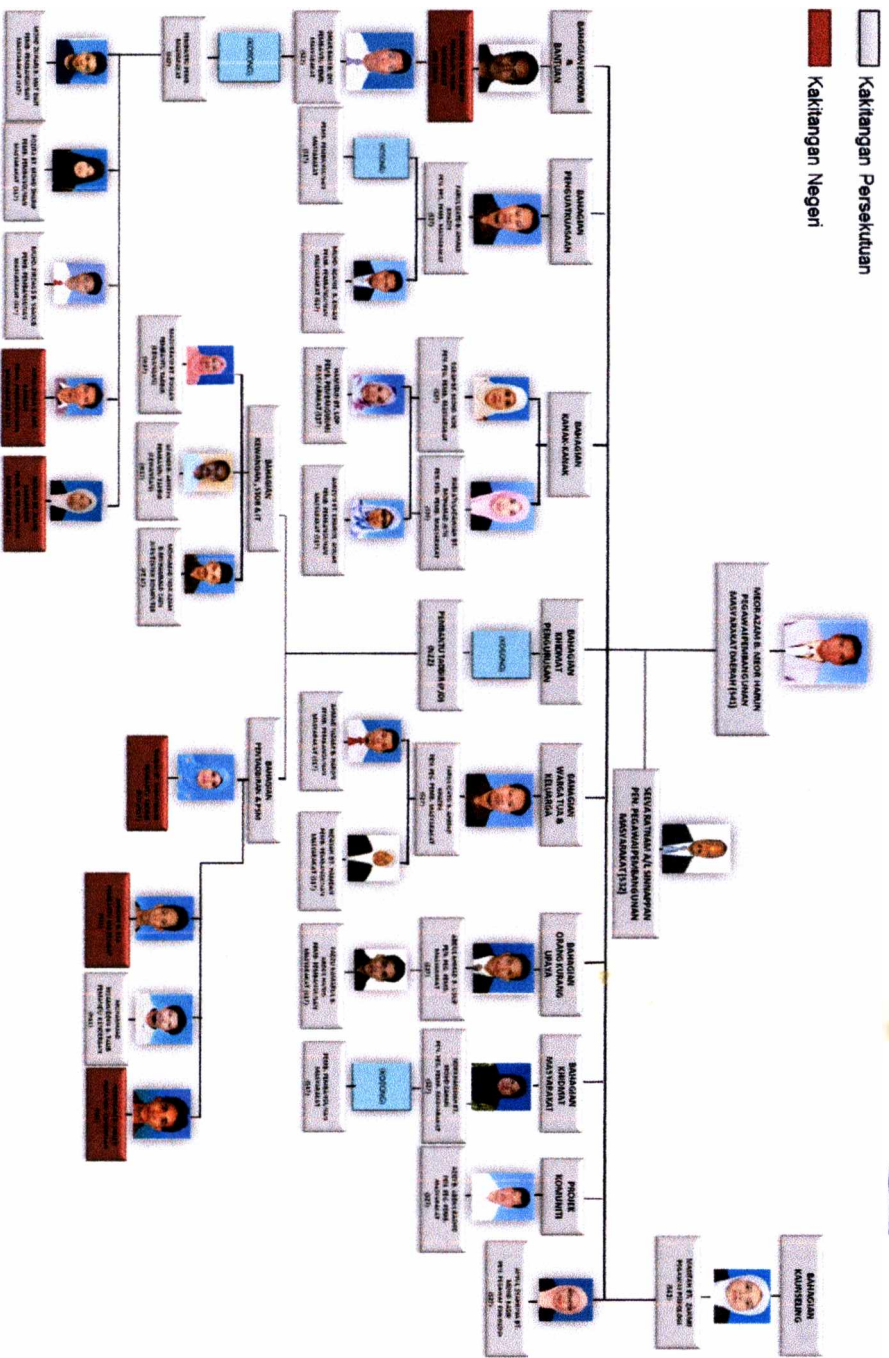
Related methods:

- Rules (House Charities) Destitute Persons 1981



CARTA ORGANISASI PEJABAT KEBAJIKAN MASYARAKAT DAERAH HILIR PERAK

PERAK



1.7.2 ORGANIZATION CHART FOR PUSAT KEBAJIKAN MASYARAKAT DAERAH HILIR PERAK

CHAPTER 2

2.0 Introduction

This chapter will discussed on the task assign to me each day because the tasks assign are different

| | |
|--------------|--|
| 21 July 2014 | <ul style="list-style-type: none">• Arrived at the Pusat Kebajikan Masyarakat Daerah Hilir Perak and need to introduce myself to Chief Officer, En Meor Azam bin Meor Harun and the training supervisor, Pn Maistah bt Zahari.• Had a briefing on the rules, policies and procedures as an employee.• Started under the administration unit.• Called up for the first meeting to involve in the “ <i>Pertandingan Anugerah Inovasi Perhubungan Pelanggan (AIPP)</i> “• Acted as a committee in the competition by done the report regarding the organization background that parallel to the criteria of the competition.• Acted as the search engine when we need to determine and detected any part that need to be innovate. |
|--------------|--|

| | |
|---------------------|--|
| <p>22 July 2014</p> | <ul style="list-style-type: none"> • Collected the information, especially about innovation that has been implemented in the organization. • Cooperated with the committee of the competition and gave some ideas regarding on the slides and contents of the report. • Captured some photos to put in the report. • Seek the facilities that need to be improved. • Responsible to determine the weakness in the organization and identify the solution to be implemented. • Done brainstorming with the committee and asked public about the report especially about the opinion of the organization effectiveness and efficiency. |
| <p>23 July 2014</p> | <ul style="list-style-type: none"> • Continued wrote the report, add on the additional information. • Discussed on the mistake of the report. For example, the total of the citizen, method used in dealing with the clients and the facilities that have been improved. • Reviewed the concept and the improvement made by the organization such as by removed the protector mirror at the counter to ensure that the employees are customer friendly. |

| | |
|---------------------|--|
| <p>24 July 2014</p> | <ul style="list-style-type: none"> • Settled up the report and checked if there is any mistake. • Showed the report to the training supervisor and the chief officer to get the amendment. • Printed out the report. • Submitted the report to the Headquarters for the competition at Ipoh. |
|---------------------|--|

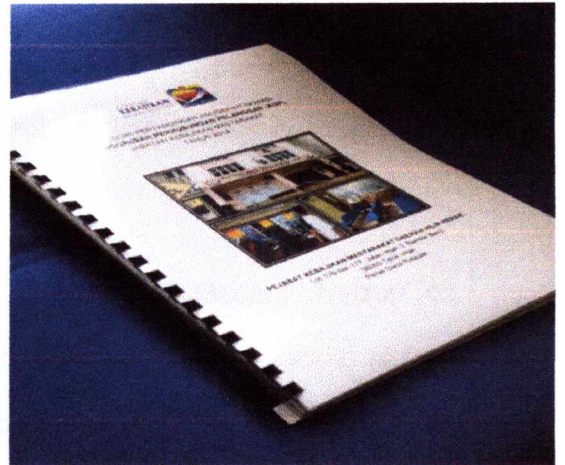


Figure 2.2 : The report of the Competition

25 July 2014

- Observed the clients that came to the counter.
- Learned on how to treat clients with a proper manner.
- Read some cases of the clients. For example the cases in needed of money assistance that due to her husband death.
- Dealt with the client that not satisfied with PKMD result by not gave the money assistance because the client already have son that can take care of their parents.
- Learned on how to control emotion especially towards the unsatisfied customers.
- Cooperated with Miss Rozita and Madam Amizun on checked the status of the clients. Status checked is very important because we can detect any information about the clients.



Figure 2.3 : Entertain the clients

| | |
|----------------------|---|
| <p>1 August 2014</p> | <ul style="list-style-type: none"> • Look after at the clients that came at the counter. Asked about their problems. Wrote any important information and gave the form that they need to fill in. • On that day, Puan Sarah and En Azrul acted as my supervisor and teach me on how to work at the counter service. • Dealt with Mr Muniandy a/l Gagan who is the chairman of the NGO of the Perak citizen welfare. • Helped to distribute the form to the clients and assist them on how to fill in the form. |
| <p>4 August 2014</p> | <ul style="list-style-type: none"> • Started in the unit of "Economic Assistance" • Involved in administration works by being introduced with the system named as Sismart. Sismart is System of Registration for Management Assistance. It is to register the petition of supported cases, new cases, rejected cases and received cases. For example, the cases of Mohammad Songet b Jamiran, ic number of 460426-08-5773 and the address came from 101 Kampung Sungai Batang, 36200 Selekoh Perak. This case has been reported by Datuk Rusnah. • En Songet got the <i>Bantuan Pesakit Terlantar</i> as much as |

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| | Rm300 because he wants to take care his wife. |
| 5 August 2014 | <ul style="list-style-type: none"> • Being called for new task assigned. Went to Hospital Besar Manjung for the sexual harassment cases. We need to observe the clients named as Asma and aged 14. • Asked some questions about the incident and gave some advices. • After 1 hours session, went back to Pejabat Kebajikan Masyarakat Daerah Hilir Perak to make some report. • Continued filled in the Sismart. |



Figure 2.4: The underage sexual harassment

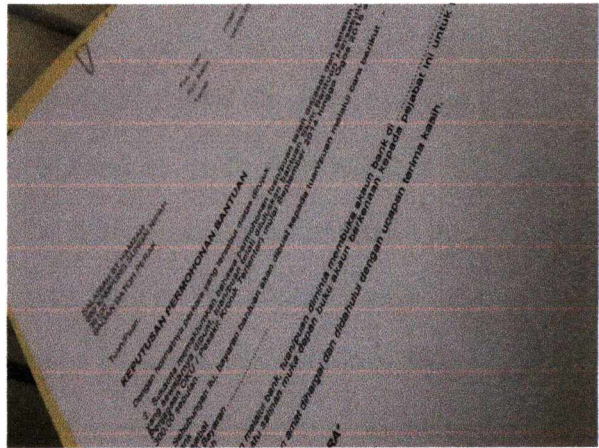


Figure 2.5 : The file to key in

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| <p>6 August 2014</p> | <ul style="list-style-type: none"> • Continued registered the petition for the new cases, rejected cases and the received cases. • There were 71 cases if rejected cases and 40 received cases. • The example of rejected cases is Puan Noor Asmah bt Yahya from No 50 Kampung Sungai Keramg 36000 Teluk Intan Perak. Her application has been rejected because her family's salary have exceed RM2000 per month. Moreover, she has seven children that can work and gave contribution to their mother. From the inquiry we knew that her family condition was stable. |
| <p>7 August 2014</p> | <ul style="list-style-type: none"> • Called up and discussed with Sir Faiz for new task, which is we need to go to Kids Nursery at Hospital Besar Teluk Intan. We need to record the data of name and age of the babies and kids. Besides, we need to know the babies and facilities condition. Made some inspection on the schedule of the nursery. • Went to Rumah Sejahtera Langkap to check the condition of the old folks there and the environment. Have a convorsation with the old |

folks there. Asked the owner of the house is there any event has been done for Hari Raya, and we came up with an idea to do some program to cheer up the people there.

- Went to the Langkap Taska. Most of the kids were Chinese and we need to check and recorded the data required. Besides, we also made a good relation with the teacher there and asked about the schedule and the achievement of the kids.
- Lastly. We went to the elderly house at Sungai Manik Parit 7. She is the old lady who lives alone. She needs to walk around half an hour if she wants to buy something. Her house is very decrepit.



Figure 2.5 The whole day tasks.

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| <p>8 August 2014</p> | <ul style="list-style-type: none"> • Met the training supervisor to create a welfare program at Rumah Sejahtera Langkap. • She has given the permission and gave some guidance on how to cooperate with PKMD. • Made a letter to ask for Rumah Sejahtera permission. • Searched for the committee that wanted to involve in our program. • Discussed on how to get the budget because there was a lot of facilities and assistance need to be improved. |
| <p>11 August 2014</p> | <ul style="list-style-type: none"> • Being called up from En Selva for the new task. I need to key in the data for the cases of <i>Bantuan Tidak Berupaya Kerja</i>. This is the new task, so I need to consult with the senior employees. • Learned on how to deal with the people who really need the assistance. In the session, I also learned on how we manage the sympathy and not easily simply gave the money assistance. Choose the best clients who are suitable to receive assistance. |

12 August 2014

- Set up the place and food for Jamuan Raya. Invited all the staff and enjoyed it.
- After that, we visited a client that wants to build an elderly house by using his own house at Hutan Melintang Perak. We also discussed on how to get the licenses, the permission, policy and the regulation. The house owner, Mr Appalasama a/ Subramaniam also asked about the safety precautions and on how to collaborate with the government.
- Then, we went to Children Nursery to check on how the owner operated the nursery. We found that, the owner was not at home. Only her daughter take care the 5 kids by her own self. Besides, the condition of that house was unsatisfied. The house was dirty and the owner also sold fertilizer that could affect the babies' health.
- Lastly, we went to Rumah Kebajikan Sinar Harapan. Had a conversation with the owner of the Rumah Kebajikan Sinar Harapan. When we arrived, the house was so clean.

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| <p>14 August 2014</p> | <ul style="list-style-type: none"> • Went to Harmony Trinity House at Hutan Melintang to check the facilities because as reported the size and the house pattern are not same in the plan. So, we need to measure the house and asked the owner about the problem. • The owner needs to correct the house plan and send it to Majlis Pemandaran Teluk Intan to get the confirmation. We also had a conversation about the future of the kids. • We also done a check up on the house and the kids and the result were great. |
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Figure 2.6: Set up the food this place



Figure 2.7: Met the owner of

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| <p>15 August 2014</p> | <ul style="list-style-type: none"> • Key in the data and update the information in e-Hadir. • Helped Mr Johanif to record and updated the <i>File Penerima Bantuan Am</i>. I wrote the name, identity card number, and the status inside the book. The file and the book are so important because it is used for the auditor. |
| <p>18 August 2014</p> | <ul style="list-style-type: none"> • Followed Mr Faiz and Mr Ahmad went to PDK Permata Permatang Guntung. PDK Permata Guntung is specialized for the syndrome down people and <i>Oku</i>. • Enjoyed the food caused there was some event for them. I also mingle with the people around there. Besides, the teacher also shared some experienced on how to manage the syndrome down people. • Survey the house condition and ensure the safety for the people to live in. • Went to office and key in the Sismart. |

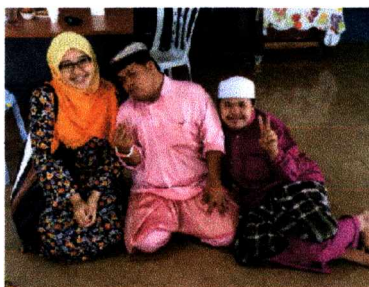


Figure 2.8 : Mingle with the syndrome down teens.

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| <p>19 August 2014</p> | <ul style="list-style-type: none">• Met Madam Nor Khamsiah to ask about the new task. She said we must go to Mukim Hutan Melintang and Rungkup to meet clients.• We need to distribute the <i>Borang Kajian Semula Bantuan Kewangan Jabatan Kebajikan Masyarakat</i> and we need to investigate the clients condition whether they still can get the assistance from our department or not.• The first client is Abu Bakar B Abdul Rahman, identity card number is 520610-08-6403, and the address is Kampung Parit Mati Batu 22 Bagan Datoh. When we arrived at his house, his house still doesn't have any electric and water supply. Moreover, we decided to continue his application because he has his own initiative to get his own food by planting his own vegetables and fruits.• Second client is Shuib bin Subari who lived at Selekoh. He is one of the OKU clients. When we came there, he was doing his job and work as the assistance in catering company.• Third client is Yaakob, who lived in Selekoh. He asked to renew his application. He can't do any job because half of his body is paralyzed. He only depending on his son's salary.• After we visited the house, we came back and key in data. |
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| <p>20 August 2014</p> | <ul style="list-style-type: none">• Met Mr Azanie to have a briefing about new task.• Went to the Rumah Sejahtera Langkap to make a confirmation about our program. Had a last check up on the need of all old folks there. We also need to seek for the suitable place to do mural and made an appointment with the owner of the welfare house.• Had a collaboration with the Personal Assistance of Dato' Zainol. She worked at Adun Sungai Manik and she showed us where is the place that we need to go for the investigation. The example is, En Mohd Moner Bin Wahab that lived at Langkap. |
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Figure 2.9 : Visited the client house for check up

21 August 2014

- Had a discussion with partner about the Seindah Bakti Program. Checked all the progress made by us such as the appointment, the budget and the volunteers that we need.
- We also started on collected the donation and we must ensure that we did not over spending the budget.
- We checked the stocked and the kits that we gave to the old folks later. The things are included of towel, toothbrush and toothpaste, comb, soap, shampoo, massage oil, bottle, fan, notebook, mat, praying mat, Yassin and many more.
- We went to nursery to buy flower, tree and vase to put at the old folks house. After that, we went to paint and bought Pelaka paint.
- Recorded the money used.
- Went to the rural area to meet the clients.



Figure 2.10 : Met the Indonesian boy

22 August 2014

- Met Mr Airul Azhar to get the kits and goodie bag. We need to follow the procedure before we can take out the things. First procedure is made a paper work, after that we need to ask permission from Mr Selva and get gave the form to Mr Ahmad.
- The observer lecturer came and asked me about my duties and progress.
- Last meeting about the Program Seindah Bakti. After meeting, transferred the goodies into the car. Checked the quantity and recorded the data that have been taken out.



Figure 2.11 : Checked all the sponsored things and the goodies bags.

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| <p>23 August 2014</p> <p>Saturday</p> | <p>-Seindah Bakti Program-</p> <ul style="list-style-type: none"> • 23 August is the day of our program has been held. This is the successful program and most of our objectives have been achieved. • This is the program tentative: • 7.30am: We moved from our house. • 7.45am: Bought chicken, fish and vegetables for cooked. • 8.30am: Went to Rumah Sejahtera Langkap. • 9.00am: Arrived at the old folk's house. • 9.30am: Taken out the things from car • 10.00am: had a breakfast together and we had task distribution. • 10.30am: Activities that have been done: <ul style="list-style-type: none"> -Cooked the dish -Clean up the place -Plant -Mural Painted |
|---------------------------------------|--|

-Mingle with the old folks

- 1.00pm: Had a lunch together and the volunteers rested.
- 1.45pm: Continued on the tasked and activities.
- 5.30pm: Distribute the sponsorship and the goodies.
- 6.00pm: Closed ceremony.



Figure 2.12 : Preparation made from our volunteers.

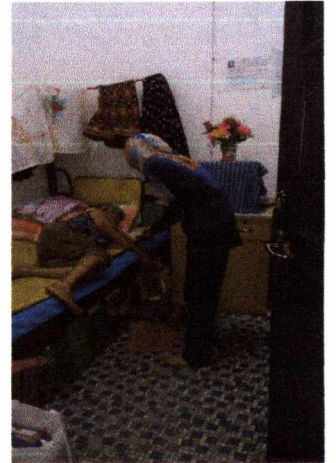
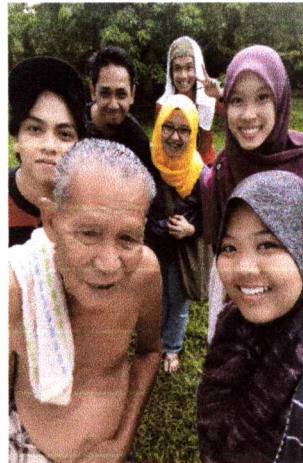


Figure 2.13 : The whole day of successful Seindah Bakti programed.

25 August 2014

- Observed the counter with Miss Rozita. A lot of people came and asked about the payment. One of the problem is, the client don't want to wait for the payment day which is 26 August 2014.
- At the counter, I need to help Miss Rozita to seek the file for each of the customer. For example is *Fail Kecacatan Penglihatan, Fail Warga Emas*.
- After few hours, I followed Madam Sarah to the Court in Teluk Intan. I met the Bangladeshi Interpreter and shared our opinion about the cases. We entered the children court and observed the children offenders. We heard about the allegation towards the Bangladeshi Child. There young boy, 14 years old entered Malaysian borders without passport to find a job. They have been captured by the imegration and send to the court for received their punishment.
- Went back to office and made a report.
- Helped Madam Sarah to photo state some documents.



Figure 2.13 : The transport used to bring the child.

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| 26 August 2014 | <ul style="list-style-type: none">• Wrote the report• Observed the counter because today is the payment day to the clients.• Answered the phone calls.• We need to entertain the waiting customers and ensure that we can provide the best service for them. |
| 27 August 2014 | <ul style="list-style-type: none">• Updated E-Hadir• Had a farewell event and talk with our Chief Officer for his transferred to Sungai Buloh.• We made a report about the Seindah Bakti Program and send it to Puan Masitah. |

CHAPTER 3

ANALYSIS SCHEDULE

3.0 INTRODUCTION

This chapter will analyze the report of practical training, in which concentrate on the every area of task being done as covered in the practical training log book. Furthermore, this chapter also discussing on the application of the theoretical aspect that has been covered in the classroom into the workplace, within the period of practical training is being held. Students also will know on how to transform the knowledge gained at workplace to reinforce understanding on the concept learned in classroom.

Moreover, from this chapter I also am able to demonstrate a reflection on my experience during the training. This is on how I tackle and responsible on the task given that based on what I have learnt before. During my 5 weeks practical training at Pusat Kebajikan Masyarakat Daerah Hilir Perak, I have been attached under unit of Administration Unit, Economy Fund Unit, Childeren unit, and Nursery Unit.

3.1 TASK ANALYSIS

During my practical training at Pusat Kebajikan Daerah Hilir Perak, I have been given few tasks that can enhance my work ability and work experiences. Besides that, all the tasks actually help me on how to deal and know how actually the work perspective and on how they work every day. The most important part is on how I adopt the work process and mingle with the employees. The regulation and rules should be practice by all the workers especially for the practical students like me. That's why I need to know and accept about the office condition especially on the behavior of the workers, work task, office equipment, and office management. Moreover, I need to socialize and interact with the society, so I need to study on how to deal with the society based on work etiquette.

When I received the task, I realized that, the tasks given are actually related with what I have learned in classroom especially on how to use the computer, the management concept, and policy analysis. However, the work environment is actually differ from what we have learned because it actually practical and not same as theoretical. But, from that situation, I be more analytical and deeply knew what actually the suitable concept that I need to use on what I have learned before.

3.1.1 Seindah Bakti Program

Seindah Bakti Program actually one of the program that I have been done with the Pusat Kebajikan Masyarakat Daerah Hilir Perak. The idea of this program came when I visited one of the old folk's homes in Langkap. I saw they are lonely and there was no celebration for the Hari Raya for the Muslim folks. After that, I told Puan Masitah, supervisor of practical training about my idea and she accepted it. This program is based on appreciation towards the old folks and increases the awareness to love the old folks among the society. Before I started this program, I used the concept that I have learned in social marketing. I followed all the theory and the basic elements of social marketing.

The reason I used this concept in my program and work task because social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups or society as a whole (Kotler and Lee, 2002). From that definition I need to specify the target or audience for my project. This program also must be cost effective because this is the voluntary program. Besides, this program is the social issues that can benefit from social marketing which is we act as the front liner responsible for improving public health, preventing injury, protecting the environment, engendering community involvement and many more. As a practical student, given a big task need a lot of preparation before we can start the project. I used the social marketing plan as my guidelines in ensuring the successfulness of this program.

Social Marketing Plan of Seindah Bakti Program

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| 1 | Campaign | " Seindah Bakti Program" |
| 2 | Introduction | <p>Features of Social Marketing:</p> <ol style="list-style-type: none">1. Served as a guideline for action in the entire stage of program planned.2. To increase effectiveness and efficiency of program.3. To determine the how to gain resources and resources allocation. <p>Why do this program?</p> <ul style="list-style-type: none">- To help the old folks that lived in the Rumah Sejahtera especially in cleanness.- As one of the initiative to cheerful the environment at that place. |

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| 3 | Social Product | <p>Ideas:</p> <ol style="list-style-type: none"> 1. Belief: - The old folks being respect, the young being love. <ul style="list-style-type: none"> - Without them, we are nothing. 2. Attitude: - Clean the home <ul style="list-style-type: none"> - Cooked the dish and ate together - Had a conversation while doing mural - Gave some funds and kits for daily used - Take 1 day a week to meet them. 3. Value: - Practice "gotong royong" and always visited the Rumah Sejahtera to keep them happy. <p>Tangible object:</p> <ol style="list-style-type: none"> 1. Bought vase and flower 2. Bought paint and brush 3. Bought food |
| 4 | Objectives | <ol style="list-style-type: none"> 1. To expose the society about the old folks those are |

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| | | <p>unfortunate and need a lot of support.</p> <ol style="list-style-type: none"> 2. To increase the attitude that sensitive to the feelings of others. 3. To make the young people realized to appreciate their own parents and society. |
| 5 | Social Marketer | Pejabat Kebajikan Daerah Hilir Perak collaborates with the volunteers. |
| 6 | Target Audience | <p>Primary:</p> <ol style="list-style-type: none"> 1. Rumah Sejahtera Langkap Residents. 2. Society at Langkap. |
| 7 | Price | <p>Non-Monetary:</p> <ol style="list-style-type: none"> 1. Spend few hours a week to clean the home. 2. Spend few hours to cook for the old folks. 3. Pay attention to the need of the old folks. 4. Need to follow a lot of process before we can do this project. |

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| 8 | Place | Rumah Sejahtera Langkap Perak. |
| 9 | Promotion | Multi Approach: <ol style="list-style-type: none"> 1. Multi Method – Flyers and Letter. 2. Multi Media – Facebook and Twitter of this program. |
| 10 | Budget | Volunteer fund, sponsorship from The Contractor and Syarikat Perniagaan Seri Sawit. |
| 11 | Process | <ol style="list-style-type: none"> 1. Set up the Facebook and Twitter about the program. 2. Distributed flyers and letter to the society. 3. Bought all the things needed. 4. Announced and invited people to join the volunteer program. 5. Set the place, clean and mingle with the old folks. 6. Let the people came and gave information and ideas. |
| 12 | Physical Evidence | <ol style="list-style-type: none"> 1. Vase 2. T-shirt 3. Note book |

| | | |
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| | | <p>4. Bottle</p> <p>5. Mural</p> |
| 13 | Evaluation | <p>Before:</p> <ol style="list-style-type: none"> 1. The Rumah Sejahtera is dirty and decrepit. 2. Had a meeting with all the committee <p>During:</p> <ol style="list-style-type: none"> 1. Number of participants. 2. Asked about the conditions and the feeling of the old folks. 3. Cooperated with all the volunteers <p>After:</p> <ol style="list-style-type: none"> 1. Questionnaire on program effectiveness. 2. Rumah Sejahtera Langkap cleanliness (inspections and monitoring). |

In a nut shell, this program is successful because most of the objectives are achieved. Furthermore, the cooperation between the volunteers is very good.

3.1.2 Participate In The Innovation Award For The Client Management Competition.

For the task that involved in The Innovation Award for the Client Management Competition, I was instructed to give an idea on how to change the work environment and enhance the effectiveness of the organization. Besides, I need to assist the committee to create a report regarding the organization background and activities involved that parallel to the criteria of the competition. This competition are based on how much the organization have done the innovation and made this organization is better than others. The main criteria are, they want to see how much the effort that we have made to improve the system in the organization.

I used Managing Change code ADS 607 because it related all concepts that I have learned in the classroom. So, I transform the knowledge gained at classroom and implement it in my task. It is important to know why the organizations need to change. Even tough, change is a risky activity; managers are still participating in change due to organizational perspective pf organizational change. In this case, the organization changes because it based on 'organizational learning perspective'. For organization to achieve the stakeholder and customer value depends on how organization increase an organization's adaptive capacity as well as the knowledge needed for achieving the stakeholder value. Therefore, building the capacity to respond to stakeholder value and shape the knowledge needed explain why managers conduct change.

This competition also made the organization entered the hyper competition pressure. The organization change because is due to fierce competition business

environment in which forced firm to change the way the company doing their business. This change also associated with what we called as 'postmodern organizational paradigm'. It is based on the task I need to finish, I need to search what component and facilities need to be change. It is important because from change we can make the organization more effective. In this task, what I can see is the organization need to maintain the reputation and credibility pressure. By joined the innovation competition it can associate with maintaining proper corporate governance mechanism to ensure a positive corporate reputation to the eyes of the shareholder, government and society. Therefore, manager implement change in views that maintaining and enhancing corporate reputation is therefore an important part of managing firm survival.

3.1.3 Updating the SIS MART (Sistem Pendaftaran Pengurusan Bantuan)

In this task, I have been introduced with the system named as SIS MART. It is to register the petition for the new cases, rejected cases and successful cases. This database is used by all the Jabatan Kebajikan Masyarakat in Malaysia. That's why this system has been accepted and being used because it can help the employees to search for the data of any clients. For example, Mr Mohamad Songet B Jamiran want to renew his application from us so I need to registered and checked the status whether he is eligible or not for our assistance.

In this system we can check all the personal information about the clients such as his name, his age, identity card number, address and his problem. Moreover this system can enhance my ability to think what status I should put towards the client. This system also will tell us how much the clients can get for their money assistance from our organization. Furthermore, I have been assigning 1 week in the administration unit. Which is, I need to ensure all the telephone, the fax and the letter are fully received and being checked from the staff.

By learned on doing that task, I have concluded that on how the importance of office management and administration process in organization in what I have learned in Human Recourse and Management. It is because, it is important to see on how management plays their own roles in handling and administering all the matters in systematic ways. It also teaches us on how the manager dealt with work assignment. When making work assignments, each individual's special strength and talents should be considered. This helps assure that each person's work assignment is consistent with his or her ability and interest. The absence of

clearly defined job duties and responsibility make it more difficult to hold an employee's accountable for unsatisfactory performance.

According to Richard Hackman and Greg Oldham, the individuals who developed the job characteristic theory, job possess certain core characteristics will be more motivational to job holders as well as enable them to be more satisfied with their work. That is the element that I am trying to implement while I doing my practical training and among the core characteristics which enables me to experiences desirable physiological states are skill variety, which is the extent to which the job enables the job holder to use a variety of skills and ability. For example, I done the SISMART I used my computer skill to finish the task. I also used the ability to communicate with other when I done my interviewed session with the clients.

Another characteristics is task identify, which is the extent to which the job holder is able to complete an entire job or task. For example, I manage to finish my task for the report for the competition on the due date and I also manage to fill in the SISMART at the time given. Another core characteristic is job autonomy. Job autonomy exist when I able to work with freedom and independence. For example, in SISMART after being teach by Miss Rozita, I am able to done my job perfectly and in the innovation competition, I am independently seek for the thing that need to be innovate and search the way on how to fix it.

But, before I updated the system of SISMART, I went to the client's house and done an inspections. Inspections are done because we want to check whether the clients give us the right information or not. Most every day we went out to search the client places. It is not an easy task because some places are very far and located at the rural area. We need to check all the conditions and the needed

things in the inspections area. From that moment we can concluded what actually the life conditions of each clients.

Besides that, I followed different employee who are in charge in the cases. I need to fit with the environment and made a good relation with all of the employees. We must read the cases and made a deep research about the cases before we met the customers. It is to ensure our mind is not prejudice and it will not affect the decision towards the clients.

It is important to respect the clients because the clients are our asset to the organization. Moreover, by done my interviewed session with the clients; I used my knowledge and practiced what I have learned in the classroom. For example is the communication skill and technique. Communication skills are so important because the employee productivity is often impeded because the employees fail to communicate with the clients and among the employees.

Without the communication skill it might lead to message overload, message distortion and message ambiguity. That is why we must know how to communicate with the client because they want to know whether getting the word out or getting can buy in. which means if we can provide them will full information, accurate knowledge and explain the basis decision with open communication.

In this service sector we cannot run from the clients who will complaint on our services. So, based on what I have learned in Service Marketing, we must understand the customer complaining behavior. As employees, we must be able to deal effectively with dissatisfied and complaining customer. The frontline

employees must be prepared to deal with distressed customers, including jay customers who become confrontational in unacceptable ways and sometimes behave in insulting ways toward service personnel who aren't fault in any way. For example when I am look after at the counter, the client became mad and asked me with a loud voice why he did not get the money assistance.

The client got mad because he obtains restitution or compensation from us. So, from that moment I recalled all the theories what I have learned and implemented it in that time. I have discovered some concept that related with the task that has assigned to me where it is related with I have learned in classroom in term of concept and theoretical.

CHAPTER 4

4.0 INTRODUCTION

This chapter is concentrated on the strength of my task given during my practical training. I will discuss on the tasks that are specialized under Social Marketing, Management, Human Resource and Managing Change based on Chapter 3. But, not all things can be perfect. Even though the Jet Blue who was going to be ranked number four by Business Week in a list top 25 customer services leader also done a mistake. When hundreds of passengers were trapped for 11 hours inside JetBlue planes at the John F Kennedy International Airport in New York. In this chapter I will also discussed on the weakness that exist in my organization and I will show the recommendation for the benefit or organization.

From this practical training, a lot of experienced I gained such as working at the real working environment. Furthermore it teaches me in the aspect of behavior where it required me to become more discipline in the aspect of attendances, behavior, work etiquette, dress code and cooperation towards the employees and customers.

4.1 Strength

4.1.1 Enhance communication skills

Every people need to interact with each other to deliver their own information and needs. That is why communication is so important in daily life especially in working condition. Every organization needs a good in term of communication in order to operate their work. Whether it is in private sector or in a government sector communication skill will be the first thing to be considered. It is because communication skills will help the employees to build a good relationship with each other especially with the clients. Worked in Pejabat Kebajikan Masyarakat Daerah Hilir Perak really need communication ability because they deal with customer every day.

There are varieties of skills that I have learned to communicate with others especially when I want to implement the managing change in my task. The skills aimed at involving people and encouraging commitment to change. There are four communication skills for engaging others in the change process. The first key skill is listening. Listening skills involved suspending judgment which means aims to produce open atmosphere of trust. Therefore while listening we can have chance to trust each other because we can heard the entire story that they will tell to us. For example, when I went to the client house to do some inspections, the clients will told us what they need, what are their history, what happened to them and many more. Listening will also help in identifying the assumptions in reveal the misunderstanding. It happen I worked at the counter to entertain the customer. I must listen

carefully to them, wrote all the important information to ensure there was no mistake in the clients information.

As well as listening, there was another communication key skill in the organization. It is the communication skills in telling stories. Telling stories are to invite repetition of past successes and avoid bad choice also an effective way of passing on lessons learned from past changes and painting pictures of future. In this organization, they teach me on telling the stories skills such as they told to the customer what they should do to prevent any mistake in their life. Besides that, the senior employee also told something to me on how to deal with the customer to prevent the customer getting anger with my questions. Telling stories also has been exist when the employer told me on how to do my task and what will happened when I do some mistake. This is the best lesson I have learnt after I done my practical training.

The third communication key skills are selling change upwards. Selling change upwards is change initiated from below and getting attention from top. This happened in the Innovation Competition, we are the committee and employee discussed what the issue we should bring to the top to make an invention and innovation. This kind of key skills really helpful in ensuring department like the backstage voice and front liner staff are being heard by the top management. Furthermore high quality, frontline staff and backstage operations can be important service differentiators. In high contact services, frontline personnel are central to service delivery.

Our presence makes the services more tangible and in many cases more personalized. I also learn on how to deliver a good service by advertising,

brochure and website usage. For example for my Seindah Bakti Program, we used website to promote what we are doing for this program and we deliver a good message through the customer by our letter and brochure. Highlighting the expertise and commitment of employees whom customers normally never encounter may enhance trust in the organization's competence and commitment to the service quality. For example the Pusat Kebajikan Masyarakat Daerah Hilir Perak has publicity materials and webpages that show the clients what services personnel do behind the scenes.

The last key communication skills are the toxic handling. In this organization, they also act as toxic handlers act as sponges and act as intermediate that soaking up ill effects of any problem occurred. Toxic handlers voluntarily shoulder the sadness and the anger that are endemic to organizational life. In the task given, I have learned in how to cope with any emotional situation.

4.1.2 High motivation and Dedication

Strength on task assign during practical training is the existence of high motivation on each of the employees in Pusat Kebajikan Masyarakat Daerah Hilir Perak. I felt motivated to finish my task because I have my own goal. The individual anticipates that goal achievement will be satisfying experience and that state of equilibrium will be restored. Therefore, goal achievement results in the modification of the individual's inner state.

While doing my practical training my core strength is my goal setting. I must have my goal when I doing my task such as my Seindah Bakti Program. Goals are an important component of the process of motivating employees.

In fact, employees who are without goals often lack motivation; as a result, their productivity level is often substandard. When I have unmet the goals, I tend to be motivated toward the fulfillment of those goals.

The example of goals important attribute is the feedback on progress toward attainment of goals. What I have learned is the strength came when employees receive regular feedback especially individuals who have a high need for achievement are likely to be more highly motivated than are those who receive ineffective or minimal amounts of feedback. It's showed that, when I done a task on the Program Seindah Bakti my supervisor gave us the best feedback on the program. She said this kind of event should be done every year. That feedback made me felt more motivated to do another task. One of the characteristic of effective supervisors is providing subordinates with quality and timely feedback about their performance.

4.2 Weakness

4.2.1 Limited Fund and Volunteers

In every task that has been assigned to me, I have seen there was several weaknesses existed. For example the weakness in limited fund and volunteers. Fund is so important because without fund, any task and program cannot be implemented. In the Seindah Bakti Program, our committees manage to collect around RM700.00. The fund was collected among our friends, family and any business man who want to donate to us. For RM700.00 we only manage to do half day event and we cannot continue the program to the next day. There was a lot of facilities need to be repaired and changed. But the fund was not enough, so we only can gave basic things such as food supply and pocket money.

In Seindah Bakti Program, the total volunteers are 11 people and it is not enough to delegate the task regarding what we have planned. The venue of our project is considered big and there were a lot of old folks. We need to extend the period to accomplish our program because we did not manage to finish the entire job as the time planned. The volunteers also felt exhausted and some of the volunteers did not perform well.

4.2.2 Unstructured Task And Limited Time

The purpose of the practical training is to gain the knowledge that related to the syllabus that has learned in studies and to feel the real work station. Hence, as the organization selected as the place for internship, the responsible person should know their responsibility to ensure that the

practical student will get the suitable task related with the courses and studies. Although the task assigned is considered good, the task and training that given to me was unstructured and not being coordinate properly. It is because, there was no schedule given to me and I can choose what type of task that I want. Furthermore, they need a deeper understanding on each course to make sure they know on which task actually suitable with the syllabus in studies.

4.2.3 Work overload and lack of staff

Pusat Kebajikan Masyarakat Daerah Teluk Intan sometimes can be the busiest organization in a day. Especially in the payment day, the day that they need to do some inspection and visited required places and they need to record all the things on what they have done in the report. As the employees, there was too may task they need to perform. For example, in the morning I need to key in the data in SISMAART. In one day I managed to key in around 70 cases. It is because of the jobs that have been postponed from day to day from the senior employees. As revealed from the problem, we knew that there was lack of staff in the organization. At the afternoon, I visited several nursery and done some inspection. I followed the officer in charge; check all the condition and it take a lot of time. We went back, and we need to record all the information in the report. That is why, the employees is too busy in managing the task and job given.

4.3 Recommendations For Improvement

4.3.1 Increase The Fund And Marketing Strategies

Our Seindah Bakti Program can be improved when we can increase the fund and the marketing strategies. It is because, nowadays human energy it not enough if there was not enough fund to continue any plans. All things need to be paid, and there was no free charge if we need something although it is was for welfare. If we have enough funds, we can buy anything for the old folks need. The limited fund happened when we did not have proper marketing strategies to market and inform the others about our program. So we felt difficult to find the sponsorship because of the limited time and the last minute preparation. We need to know on how to use the marketing strategies because marketing management task in the service sector is differ from those in the manufacturing sector. Marketing can be viewed as a strategic and competitive thrust pursued by top management, a set of functional activities performed and a customer driven orientation for the entire organization. Besides, it can be enhance when three management functions play central and interrelated roles in meeting needs of service customers which is between the operational management, marketing management and human resource management. We can use brochure, facebook, twitter, newspaper and many more to advertise our program. Additionally, marketing strategy will also increase the interest for the public to be volunteer in our program and it will make the program will be more fun and meaningful.

4.3.2 Extend the practical training schedule

In other to gain more knowledge, UiTM should extend the period of time for the practical training. The problem from the period taken to finish the practical training has been existed when I started to seek organization to do my practical training because many organizations are hesitating to give a proper task in a limited time. The five weeks of practical training are really not enough for me to gain more experience and knowledge in my practical place. It is because there were a lot of new things I can discover from the organization. I only spent 1 week in each of the departments and the time taken is not enough. If the time is more, I can do more welfare program for the society. By having a long period of time, the students will be exposed with some more knowledge and experience. In the other words, I hope UiTM can consider in increasing the time for practical training.

4.3.3 Task Delegation

One of the most important characteristic to be recommended is the ability to delegate meaningful task to subordinate. Effective delegation helps extend the capabilities, encourage teamwork, and result in higher productivity. But, some managers are reluctant to delegate the task. It is due to; first, they believe they can perform certain tasks more efficiently than those to whom they might delegate. Second, they find that it is easier to perform the tasks themselves than to teach someone else and the last one is they want the tasks done their way, which might be different from the way the subordinate might choose to do them.

Indeed, the responsible manager must know the effectiveness of the delegation process can be enhancing by adhering by the guideline. The first recommendation from the guideline is select the appropriate person to perform the task to be delegated. Because all subordinates are not equally able to perform the task with the same level of quality, the supervisor or the manager should be selective in making assignments.

Chapter 5

5.0 Introduction

This chapter will summarize all the discussion in each chapter in the report by mainly concentrate on the main points.

5.1 Summarize on each chapter

Introduction of the organization

For the chapter 1, it was discussed on the background of the b mand the detail of the organization. This chapter also consists about the background of Pejabat Kebajikan Masyarakat Daerah Hilir Perak in general such as the mission, vision, slogan, motto, client charter, organizational structure, and the policies. By having the information of this organization, it helped me to identify about the background of the organization itself so I can define my task perfectly.

5.1.2 Schedule of practical training

Chapter 2 discussed about the daily activities and job done by me on the whole day for 5 weeks. The summary of my daily job as reflected from my practical logbook in listed in the table form. In the logbook, I listed the entire task that I have done, so I can know my performance while having the practical session in that department. I wrote all the task every day and submitted to my supervisor to get the proof.

5.1.3 Analysis

The chapter 3 was discussed on the analysis that the main task assigned to me during the practical training. Those that I have learned in the classroom will be practiced while I am doing my practical training. The theory will be implemented to ensure my entire task was perfectly done.

As a conclusion, practical training is the best way to train and expose the students with the real working conditions. The students will gain a lot of experiences, knowledge and information during the practical training. Besides, the most important that will affect the students' performance is the increasing of the soft skills while communicate with the others.

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